INSURANCE

Claims Orchestration: Transforming Reactive Processing into Proactive Customer Trust

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> For most policyholders, the moment of truth is not when they buy a policy — it is when they file a claim. Historically, this has been a painful, reactive process characterized by long wait times, opaque status updates, and administrative friction. Claims orchestration is rewriting this narrative.

Moving From Reactive to Proactive

Reactive claims processing waits for documentation to arrive, reviews it sequentially, and relies heavily on manual intervention. Claims orchestration flips this paradigm by coordinating data, people, and automated decision-making the moment a loss occurs.

The Pillars of Modern Claims Trust

Three pillars define the modern claims experience:

- → **Instant Triage:** Utilizing predictive models to instantly route low-complexity claims for straight-through processing while steering complex cases to specialized adjusters.
- → **Proactive Communication:** Keeping policyholders informed via real-time digital updates, eliminating the anxiety of the "black box" claims experience.
- → **Ecosystem Integration:** Seamlessly connecting repair networks, medical providers, and legal teams within a single collaborative workflow.

When claims are orchestrated intelligently, operational costs drop, anomalies are caught earlier, and the claims journey becomes a powerful driver of long-term customer loyalty and trust.

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ABOUT CELEROPS

CelerOps, CRL (New Rochelle, NY and San Juan, Puerto Rico) helps insurance companies keep their financial information continuously up to date by automating the workflows behind it.

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